Coors Boycott Committee Collection, 1975-1997 Coll2011.029*

Finding aid prepared by Marc LaRocque
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Title: Coors Boycott Committee Collection
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Contributing Institution: ONE National Gay & Lesbian Archives
Language of Material: English
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Physical Description: 1.0 linear foot.[16 folders]
Date (bulk): Bulk, 1975-1981
Date (inclusive): 1975-1997
Abstract: Correspondence, memoranda, resolutions, flyers, articles, clippings, reports, sworn statements, newsletters, publicity, photographs, pamphlets, petitions, and ephemera documenting the activities of the Coors Boycott Committee (CBC), 1975-1997. Based in Los Angeles, the CBC advocated and coordinated gay and lesbian support for a boycott of Coors beer to protest the company's discriminatory employment and financial practices.
creator: Coors Boycott Committee.

Historical Note
The Los Angeles based Coors Boycott Committee was formed in 1977 by gay activist Morris Kight and others to advocate and coordinate a gay and lesbian boycott of Coors Brewery products. By this time Coors was already the target of boycotts by lesbians and gays, feminists, and other marginalized groups; as well as strikes by organized labor unions due to company practices that included invasions of employee privacy, discrimination against ethnic minorities, anti-union policies, and financial support for organizations with similar practices.

Access
Contact ONE archivist regarding access restrictions.
Publication Rights
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Preferred Citation
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Processing Information
Processing this collection has been funded by a generous grant from the National Endowment for the Humanities.
In order to provide access to this collection, minimal processing on this collection was expedited in 2011. Date spans were given wherever possible, but do not reflect the most accurate inclusive dates.

Scope and Content
Correspondence, memoranda, resolutions, flyers, articles, clippings, reports, sworn statements, newsletters, publicity, photographs, pamphlets, petitions, and ephemera documenting the activities of the Los Angeles-based Coors Boycott Committee (CBC), 1975-1997. The Coors Boycott Committee advocated and coordinated support for a boycott of Coors beer by gays and lesbians opposed to Coors' discriminatory and invasive employment practices, as well as its financial support for anti-lgbt public figures. Among other things, the collection documents the Coors Brewing Company's efforts to correspond with the CBC and other gay and lesbian organizations; and the CBC's coordination with organized labor unions in organizing strikes and boycotts.

Subjects and Indexing Terms
Coors Brewing Company.
Boycotts
Gay liberation movement--United States